SIR GEORGE WILLIAMS UNIVERSITY

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NEWS RELEASE

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LEADING EDUCATORS WILL ADDRESS RETAIL MANAGEMENT SEMINAR

At least four educators - Dr. W. W. Baldwin, Director, School of Business, Simmons College, Boston; Dr. Charles M. Edwards, Jr., Professor of Retailing and Dean, New York University School of Retailing; Dr. John W. Wingate, Professor of Business Administration, The City College of New York; and Mr. Bernard W. Smith, Associate Professor of Retailing, New York University School of Retailing - are slated to address a one-day retail management seminar in the Hall Building of Sir George Williams University, Montreal, on Thursday, April 20th, 1967. The seminar is being co-sponsored by the Quebec Division of the Retail Council of Canada and the Marketing Division of the Faculty of Commerce, Sir George Williams University, as the opening event of the American Collegiate Retailing Association's annual conference, which will be held in the Queen Elizabeth Hotel, Montreal, Friday, April 21st and Saturday, April 22nd.

Besides these speakers, ACRA conference members, who represent most of the colleges in the United States that have specialized retail educational programs, will attend the seminar. Thus, merchants and store personnel will have an opportunity to meet and talk with today's leaders of retail education.

"Never before have we been able to assemble in one place so many deans, professors and consultants all specializing in retail subjects, and it is unlikely that so important a gathering will happen again in Montreal, for each year ACRA holds its annual conference in a different city," claimed Mr. J. P. Ménard, Quebec Resident Manager of the Retail Council of Canada, who is responsible for the arrangements for the management seminar.

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"The management seminar will be an important breakthrough in Canada's progress toward retail education," said Professor Harold Shaffer of Sir George Williams University. "The fact that ACRA has decided to hold its seminar and conference in Montreal" he continued, "suggests that retail educators in the United States have recognized Canada's need to perform this educational function at the highest possible level."

From the Office of: Malcolm Stone,
Information Officer.